

Notice of References Cited			Application/Control No.	Applicant(s)/Patent Under Reexamination	
			10/749,462	PETERSEN ET AL.	
Examiner			James J. Debrow	Art Unit	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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*	C	US-5,960,409	09-1999	Wexler, Daniel D.	705/14
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	K	US-			
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Langheinrich et al.; "Unintrusive Customization Techniques For Web Advertising"; 1999; pp 1-11
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.